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VENETIAN BLINDS
REDUCED FOR 10 DAYS ONLY

Genuine White CEDAR SLATS (12 sq. ft. Minimum) Sq. Foot **29¢**
New Lifetime STEEL (12 sq. ft. Minimum) Sq. Foot **36¢**

• Never before have you been able to buy Venetian Blinds locally at anything near this low price! Call us now for free estimate! Get your order in while this special lasts! Remember... **ONLY 10 DAYS!**

Wood Drape Pole Set Installed **\$1.50** Set and up

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Goodrich Contest Proves L. A. County Is "White Spot"

Only one other Goodrich products dealer in same sales bracket and having the same sales potentialities as Haryl Guttenfelder topped the Torrance dealer in the recent contest held

Gourdier Rites Held Yesterday

(Continued from Page 1-A)
bert G. Babcock. A quartet, composed of Carleton B. Bell, Dr. W. J. Neelands, Fred Lessing and Charles A. Curtiss, sang.
A resident here for 23 years, Mr. Gourdier was appointed postmaster in November, 1919, succeeding Herman Burmaster. One of the highlights of his 15-year term is pictured above. This photo, one of The Herald's series of historical scenes pertaining to Torrance, shows Mr. Gourdier (center) on the day of the first carrier delivery of mail here in the early 1920's. The local postoffice obtained second class rating in July, 1922 under his able administration. Mr. Gourdier was active in Chamber of Commerce work and was a former Kiwanian. He served in the Spanish American War.

\$2,000,000 DOLLARS OF FEDCO

That's a lot of Fedco. There's a reason for Southern California Mills trying to produce a feed just like Fedco.
Each year Fedco sales are growing larger. Fedco the Original Complete Feed For All Ages, 16 years the same formula, Fed to Chickens, Turkeys and Ducks. Is your most economical feed!
SOLD BY FEDCO DEALERS

Factory Frolic Plans Advance

Good progress is being made on plans for this city's second annual Factory Frolic, according to General Chairman Fay L. Parks who presided at a general committee meeting Monday night when further arrangements were made for the event scheduled for Sept. 28, 29 and 30.

Committee memberships were discussed by the group. With nearly a score of applications for concessions already received, the Frolic's chief displays will probably fill the Civic Auditorium with exhibits and overflow onto El Prado where all carnival activities will be located.

throughout California, Texas, New Mexico, Arizona and Nevada. Because the Goodrich dealer in Kermit, Texas, showed the greatest increase in sales over the four month contest period, he won the expense-paid trip to the New York's world's Fair.

In expressing his appreciation for the splendid support given his efforts to win the contest, Guttenfelder this week pointed out that of the top five Goodrich dealers, three were located in Los Angeles county.

"And in the contest for Goodrich company store sales, the firms in Long Beach and Wilmington won in the five-state division," he said. "That certainly proves that Los Angeles county is a 'white spot' for business. I was glad to place second in such a big event and I thank all my friends whose patronage and interest boosted me up there."

In third place was El Monte, fourth was Hobbs, New Mexico, and San Pedro's Goodrich dealer placed fifth.

SHOP TALK



by RAY BROOKS

HERE & THERE . . .

Harry Abramson, prop. of the National Home Appliance, is a darn good salesman; but Shop Talk learned only yesterday that Harry is also a song writer. Harry retires from the Rotary club tonight and while the chief wrote a Rotary song, full of "good fellows," "fight on for Rotary" etc. . . . Enterprising young Kenny Ruffell, always figuring how to dress up his shoe repair shop, has just renewed the whole thing with a snappy coat of green. . . . Al Isen, lawyer - teacher, recently completed Steinbeck's "Grapes of Wrath," a best seller, was a bit shocked at the language, etc. If Al had read any of this author's previous books he would have been warned of what to expect. . . . Shop Talk put in his request for this book three months ago at the local library but kindly, helpful Mrs. Jamieson regrets that the budget is so low that the head office isn't buying any more books. . . . Allen Paul, owner of the Torrance Auto Sales, says business in De Soto & Plymouth is right good. . . . In reminiscing he quoted the old Dodge car about 1920 as being the toughest, most dependable car ever built. . . .

BUNGALOW BUILDERS

Maintaining the only office of its kind in Torrance, Edward G. Neess, contractor and A. Herbert Innes, draftsman, have hung out their shingles at 1601 Cabrillo (in same building with Walt Dietrich's A Capital Venetian Blind Co.) as builders & planners of homes. Ed Neess is an old timer, lives in Palos Verdes, has built many fine homes in Torrance and up in the hills. Innes is the draftsman who draws up the plans, makes suggestions, gets the home ready for Neess to build. Looks like a good combination and Shop Talk anxiously awaits at least 100 new domiciles put up right away by the firm of Neess & Innes.

SHOESTRINGERS TO FORM ORGANIZATION

For the purpose of furthering welfare of the district, an improvement association for residents of the Shoestring strip adjoining Torrance will be formed Thursday night, July 20, 8 o'clock, at the office building, 1351 West 219th street, according to Ralph R. Perry, acting chairman. Officers will be elected and all Shoestring residents are urged to attend.

HERE & THERE . . .

When some guys go to rodeos they wear 10 Gal. hats. At the Factory Frolic they wear overalls. But Mike Straszler, publicity hound for the Semi-Pro games now in progress at the city park (and City Ed. of the Herald in his spare time) wears the darnest get-up ever seen in these parts. Mike attends every game, keeps score, sits there attired in a sweat shirt and a baseball cap. Man, it's sompin' to see! . . . Western Auto's Ernie Murchison reports that his store is doing a whale of a business and that it led all other stores in June for percentage over June of last year. . . . Howard's Jewelers, Star Furniture, Beacon Drug, Torrance Plumbing, National Home Appliance Co., and the new Grand Theatre all report excellent business. . . . Hard working, likable Stanley Gilbert, right hand to Harry Abramson, saw a horse race for the first time yesterday when he got the afternoon off, took his comely wife out to Inglewood. . . . after tying into several lame nags he still thinks working hard is the best way to earn a living. . . .

Council Holds Short Session

(Continued from Page 1-A)
street lights. This was referred to the street department for study. Up for its second reading, the new uniform building code which modernizes construction requirements for the city was adopted.
The council will serve as a committee of the whole to investigate the possibility of using a church building, owned by Charles H. Quandt, for the Walter H. Library. Quandt has offered to sell the structure for a "reasonable figure," according to Mayor William H. Tolson.
William H. Sykes was granted permission to rent and repair public address cars but the council ruled that he must obtain a permit each time he desires to operate the traveling loud-speaking unit.

W. B. A. LADIES PLAN BINGO PARTY

The Woman's Benefit Association will hold a bingo party in Torrance Social Hall corner of Torrance boulevard and Portola avenue, July 18, at 8:00 p. m.

Sports Writer Lauds Coach

In his column, "Sports Gossip", Joe Goss, San Pedro sports writer, had this to say one day this week.

"The 1939 Track and Field record book, containing top performances of junior college and high school trackmen for the past season, has just been issued by the Helms Athletic foundation. Names of many Marine leaguers appear in the book this year, thanks to sudden interest developed in the past two years. While on the subject, it's high time someone said a word or two in praise for Pete Zamperini, new coach at Torrance who developed John Hall, miler, and Bill Stewart, high jumper. Both boys made the All-Southern California high school squads. Pete, according to reports, had a great deal to do with the development of his younger brother Louie, who now is recognized as the coast's greatest miler, and well up in national ranking. John Hall, Pete believes, will do every bit as well as has Louie and possibly exceed all of Louie's marks."

Foot Specialist Coming to Levy's

Sam Levy announced today that he has secured T. W. Phillips, who is in charge of Cuboid sales for Southern California, to give a one-day demonstration at the Cabrillo street department store, July 21. Local residents troubled with foot ailments are invited to see Phillips then for a free consultation. Cuboid makes use of a new and different method of relief.

Going On A VACATION?

Let The **BEACON DRUG** SERVE YOU WITH EVERY VACATION NEED

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- SUN GLASSES — SUN TAN OILS
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TICKET AGENT for GREYHOUND and UNION PACIFIC Bus Lines to any place in the U. S. or Canada. Tickets for Catalina Island. Complete Travel Service.

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The Rexall Store We Give J. N. Green Stars
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Smart Housewives
COME TO
PARKER & BROWN'S
For
Greater Values



SEE **Johnny Parker** For **BETTER MEATS** AT LOWEST POSSIBLE PRICES

SPECIALS ON CHOICE BABY STEER BEEF

ROUND STEAK	25¢ lb
SIRLOIN STEAK	
CLUB STEAK	
FLANK STEAK	
GROUND ROUND	
CUBE STEAKS	each 10¢
HAMBURGER	lb. 12½¢
GROUND SHOULDER	lb. 20¢
BRISKET BOILING BEEF	lb. 7½¢
SHORT RIBS	lb. 12½¢
PLATE RIB	lb. 10¢
PRIME RIB ROAST	lb. 27¢
BONELESS ROLLED RIB or RUMP ROAST	lb. 29¢
ROUND BONE or 7-BONE CENTER CUT ROAST	lb. 19¢
CHOICE POT ROAST	lb. 15¢
BONELESS BEEF STEW	lb. 23¢

Eastern PORK ROAST	lb. 17¢
Choice LAMB ROAST	lb. 16¢
LEAN LAMB STEW	lb. 9¢
LEAN PORK CHOPS	lb. 23¢
Our Own Pure Pork SAUSAGE	lb. 23¢
PORK LIVER	lb. 15¢
PORK HEARTS	lb. 15¢

Eastern, By-The-Piece **BACON**
lb. **21¢**
Sliced lb. 25¢

HOME MADE **SALADS**
PINT **15¢**

FRESH **EGGS** Dozen **25¢**
(Medium Extras)
MT. LOWE Pound **BUTTER 28¢**

Fancy, Tasty **NECTARINES**
3 lbs. **10¢**

Santa Rosa **PLUMS**
5 lbs. **10¢**

Choice Large **APRICOTS**
3 lbs. **10¢**

SEE **Jack Brown** FOR MORNING FRESH **VEGETABLES**

Choice Ky. Wonder String BEANS	3 lbs. . . . 10¢
St. John Freestone PEACHES	3 lbs. . . . 10¢
White Rose PCTATOES	10 lbs. . . . 9¢
Fancy Crisp CUCUMBERS	ea. 1¢
Juicy, Ripe ORANGES	3 doz. . . 10¢
Gravenstein APPLES	4 lbs. . . . 15¢

1328 SARTORI (NEXT DOOR BANK OF AMERICA) **PHONE 984**

Me... buy a furnace in summer?

Yes! Save 10%
—with no down payment—no monthly payment till October—and avoid all rush and worry!

When cold days come, you'll be glad to have the comfort and healthful protection of a gas furnace! And now is the time to order.

Included in this summer discount sale are gas heating appliances for homes large and small. They're vented, to assure constant supply of warm, fresh air. Remember, payments on furnaces installed now may be postponed till fall. Convenient, low F.H.A. terms.

Take advantage of this special discount, as thousands of other Southern Californians have done in past years. See a dealer or

SOUTHERN CALIFORNIA GAS COMPANY

10% discount
NO DOWN PAYMENT
NO MONTHLY PAYMENT TILL OCTOBER
TERMS AS LOW AS \$4.39 A MONTH
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FOR THE 4 BIG JOBS...HOUSE HEATING • WATER HEATING • COOKING • REFRIGERATION